

DUSTIN DUBOIS

SENIOR ART DIRECTOR | GRAPHIC DESIGNER

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Innovative **Senior Design Professional** with progressively responsible experience in strategic brand development, advertising, and people management. Passionate about identifying and utilizing data-driven solutions in leading highly effective teams to create outstanding deliverables. Innovative designer and director, providing creative strategy, art direction, and brand development. Dedicated leader with exceptional communication and creative problem-solving skills.

EXPERTISE

- Art Direction
- Digital Design
- Graphic Design
- UX/UI Best Practices
- Creative Strategy
- Photography
- Multidisciplinary Management

TECHNICAL SKILLS

- Adobe Creative Suite
- Sketch
- Basecamp
- Bannersnack
- Squarespace
- MailChimp
- Microsoft Office Suite

CLIENTS INCLUDE

- TracFone
- Citibank
- Mars
- Nabisco
- Kellogg
- Nestlé
- RB

WORK EXPERIENCE

HUGO & CAT | CHICAGO, IL | 2019 – PRESENT

Senior Digital Designer

Lead six-person, multidisciplinary team of designers, copywriters, and art directors to create and implement highly successful advertising campaigns and website design. Create overarching digital campaigns across communication channels.

- Develop and pitch creative concepts to team, management, and clients.
- Maintain client brand awareness and consistency across platforms.
- Revamped TracFone's style guide and web presence which, in turn, elevated TracFone's digital presence and increased their Advertising Benchmark Index (ABX) score from 104 to 121, earning the top score in their market.
- Evaluated individual creative output and developed client-approved templates to streamline and optimize creation of high-quality, data-driven deliverables, decreasing production time to four days.

HAVAS CHICAGO | CHICAGO, IL | 2019

Freelance Art Director

Collaborated across teams to support creation of concepts and campaigns. Maintained brand identity while creating innovative ideas for digital advertising.

- Developed creative chosen by Citibank to launch nationally, leading to 35% increase in application rate.
- Created social media package for Sprite's 'Thirst for Yours' campaign, including Snapchat, Facebook, and Instagram designs focused on BET Awards and emerging rap groups. Designs were featured on stage at the 2019 BET Awards.

FREEOSK INC. | CHICAGO, IL | 2018 – 2019

Designer

Worked with copywriters to create storyboards that reflected clients' style, brand, and voice. Collaborated with digital teams to develop digital deliverables.

- Designed brand identity elements such as logos, labels, and brand patterns.
- Developed videos, animations, and other multimedia deliverables with Adobe Creative Suite.
- Pitched storyboards and insights to client teams.

CITY WINERY | CHICAGO, IL | 2015 – 2018

Graphic Designer

Designed solutions to national business needs and created brand identity for City Winery's Riverwalk location.

- Developed multimedia, print, and digital communication solutions.
- Maintained website using Magento and HTML and delivered comprehensive digital assets.